

ATTACHMENT D



**SCRIPPS HOWARD
BROADCASTING**

NEWS RELEASE

NASDAQ: SCRP

For Immediate release
June 14, 1991

CINCINNATI, Ohio -- The election of three vice presidents of Scripps Howard Broadcasting Company was announced today by Richard J. Janssen, president and chief executive officer.

The new vice presidents are Raymond Hunt, general manager of KNXV-TV in Phoenix, AZ; J.B. Chase, general manager of WCPO-TV in Cincinnati, OH; and Arnold J. Kleiner, general manager of WMAR-TV in Baltimore, MD.

Hunt was promoted to general manager of Fox-affiliated KNXV in 1990, having served as the station's general sales manager since 1989.

Chase was promoted to general manager of Scripps Howard's CBS affiliate in Cincinnati in 1990, and had been assistant general manager and general sales manager since 1988.

Kleiner has been the general manager of WMAR since 1981. Scripps Howard Broadcasting purchased the NBC affiliate from Gillett Broadcasting of Maryland, Inc. on May 30 of this year.

Scripps Howard Broadcasting Company, an 80-percent-owned subsidiary of The E.W. Scripps Company (NYSE: SSP), owns and operates 10 television stations, five radio stations and cable television systems serving approximately 269,000 basic subscribers.

Contact: Greg Harter, Scripps Howard Broadcasting, 513-977-3827.

SH1-0017

ATTACHMENT E



**SCRIPPS HOWARD
BROADCASTING**

INTER-OFFICE MEMO

**FPV/WJB, JZ/JDC, RR/TCG, ES/WJD
JLR/JHK, HBW/RGK RF/AJK,**

Ken Lowe

13 September 1991

1991 FALL SWEEPS

Our goal of being the dominant news provider in each of our markets requires critical preparation for this Fall's sweeps period. Today's tough, competitive environment makes it mandatory that our performance be exceptional – status quo isn't good enough.

Dick and I have been impressed with the creative topics and sharing of ideas in your recent conference calls. We want to be absolutely certain that this preparation carries over to your newscasts and that we get credit for it through proper promotion, marketing and identification.

It is imperative that your promotion efforts enhance your news product. POP's, topicals and image spots must bring the credit back to your call letters and channel position. Double check the creative and scheduling of all your promos.

Here's a check list to use for this fall, much of which we covered in our Kansas City meeting:

- 1. Are you regularly critiquing the writing and content? Is it clear, concise and "fitting" your video?**
- 2. Have you scheduled the anchors to do a series, investigative piece or special report to get him/her from behind the desk and out "with the folks"? No one is on vacation during sweeps!**
- 3. Are the topics of your series, investigative pieces, special reports, etc. timely and compelling? (Check with our other News Directors if you're coming up dry.) Does promotion match the product?**
- 4. Are "Fast Facts/Data Banks" localized. See attached excellent article from The Cincinnati Enquirer. You could easily do this survey in your market.**
- 5. Are you regularly lifting entertainment video from "Entertainment Tonight", "CNN", "EDJ", etc. where possible (See my memo of August 6, 1990). Are you using this video for teases?**
- 6. Are your updates and teases video driven and constantly being rewritten? Are they designed to appeal to the program's audience – e.g. teases in "Oprah" should have a female tilt. Has Oprah Winfrey cut personalized teases for news? Are you cross promoting other newscasts?**
- 7. Have you scheduled some environmental and health pieces – they continue to be hot. (See Dick's June 1, 1991 memo)**
- 8. Is your network supplying you with program story content for tie-ins to your late news? (See Dick's [re: Bob Rowe] memo from May 15, 1991)**

SH1-0018

9. Is your "Severe Weather/School Closing" plan ready and in place and will you be promoting it adequately?
10. Are we seamless on lead-ins wherever possible?
11. What special features are sports and weather planning? Have you secured the High School Friday night scoreboard franchise?
12. Blast your positioning statement: "Stands For News", "24 Hour News Channel 5", etc. in everything.
13. Are you adequately plugging Viewer Video, Cellular News Phone, Weatherlines, Sportslines, etc.
14. Are your graphics "viewer friendly" and do they match the story script and video?
15. How about follow ups/updates on previous hot series, topics or exclusive stories?
16. Don't let up on the weekends. Plan weekend series, features, etc. that can be teased and cross plugged on Fridays.

This is a partial list, but a good jump start. Remember too that we have to maintain this quality 52 weeks a year, not just during sweeps. Dick, Terry and I look forward to seeing you at RTNDA in Denver.



KWL

cc: Dick Janssen

SH1-0019

and well/E-2 ■
ave Barry/E-6 ■

TEMPO

■ Scoop/E-7
■ Puzzles/E-11

Cincinnati

BY THE numbers

BY JOHN JOHNSTON

The Cincinnati Enquirer

8/22/91.

An ordinary Thursday.

People who wanted to know what happened in Cincinnati that day could pick up a newspaper, flip on the evening news or tune in a radio station. But what they wouldn't learn from reading, watching or listening is that:

- Metro buses drove 37,656 miles.
- Thirteen couples — seven with children — filed for divorce in Hamilton County Common Pleas Court.
- Cincinnati police investigated 10 robberies and 33 burglaries.

■ The city collected 880,200 pounds of garbage.

All that and more happened here Aug. 22. *The Enquirer* knows because we took the pulse of the city that day by enlisting government offices, businesses and agencies to help us count this, that and the other thing, from the obvious to the obscure.

So if you're numbed by numbers, better skip this story: it's loaded with 'em. Everything from pints of blood donated to the Red Cross (337) to riders on Kings Island's wooden roller coaster, the Beast (12,535), which, incidentally, ran 362 times.

First things first: Aug. 22 was the 234th day of 1991. The sun rose at 6:57 a.m. and set 13 hours, 27 minutes later, at 8:24 p.m.

The temperature peaked at 85° and bottomed out at 62°. The pollen count was 81, mostly because of grasses and ragweed; the mold count, 4,050. The air-quality index stood at 62, which is considered moderate.

Vital statistics

Sixty-five babies were born in the city. Bethesda Oak Hospital delivered the most, 18.

None of those were included in the 1990 Census, of course, which counted 364,040 city residents. The Census Bureau acknowledged that the total is low by about 5,000.

Nevertheless, the flawed figure stands. In Hamilton County, including the city, the population is 866,228.

Thirty-nine couples trekked to Room 514 in the Hamilton County Courthouse to apply for marriage licenses. The city Health Department filed 22 death certificates.

unting: 12,535
4,345
or deck
151
475, 165 Drop
Center
nights

Helping out

People needed help that Thursday, and others were there to provide it.

Workers at the Hamilton County Department of Human Services interviewed 204 applicants for welfare programs. Another 106 applied for food stamps at the Gilbert Avenue office. Eleven people called the agency's 24-hour emergency line, 241-KIDS, to report abuse or neglect; seven dialed 421-LIFE, the department's elder abuse hot line.

Some 2,500 kids attended day care as part of the agency's Child Day Care Services Program. Four children were placed in foster homes by Children's Services.

Sixty-nine people applied for unemployment compensation at the Ohio Bureau of Employment Services office on Central Parkway.

Serving the community

The community-based suicide prevention hot line run by Talbert House (281-CARE) received 64 calls.

(Please see NUMBERS, Page E-1)

Numbers

CONTINUED FROM PAGE E-1

The FreeStore/FoodBank placed 10 homeless families in housing. It helped 455 people with emergency services such as food, clothing, infant formula, personal hygiene items and fans. It distributed 20,578 pounds of food to a network of 486 non-profit agencies in 19 counties. And it reclaimed 22,488 pounds of store-damaged products, otherwise headed for landfills.

Cincinnati Area Senior Services delivered 385 hot meals and 323 frozen ones through its Meals on Wheels program. On the hot menu: pork riblet, new potatoes, beets, rye bread and lemon pudding.

The St. John Social Service Center handed out 310 sandwiches through its sandwich window near the corner of 13th and Main in Over-the-Rhine.

City Gospel Mission, just north of Music Hall, served food to 141 homeless people throughout the day. Seventy-three ate the evening meal of meats and mixed vegetables.

The Drop Inn Center Shelter House in Over-the-Rhine, the largest homeless shelter in the Tri-state, opened its doors to 240 people; 165 stayed the night, and all but 32 were male. "That's a moderate crowd for this type of weather," says Buddy Gray, volunteer program coordinator. As always, when the temperature drops, the number of those seeking shelter will rise, he says.

The basics

Basic services were provided. The city and parts of Hamilton County served by the Cincinnati Water Works used 139 million gallons of water.

The residential collection section of the city's Division of Sanitation collected 48 truck loads of trash on its Thursday rounds in Walnut Hills, Mount Adams, downtown, Clifton and parts of Avondale.

Cincinnati Gas & Electric Co. customers used 63,418,000 kilowatt hours of electricity — fairly high, but nowhere near the single-day record of 81.99 million kilowatt hours, set July 22.

Cincinnati Bell customers spent 7,044,186 minutes on the telephone making long-distance calls. How many of those minutes involved calls from Procter & Gamble to the *Wall Street Journal*, we do not know.

Lunch break

At 12:45 p.m. on Fountain Square, we counted 47 people sit-



Thirty-nine couples trekked to Room 514 in the Hamilton County Courthouse to apply for marriage licenses.

ting in white plastic chairs listening to an Elvis Presley recording of "I Can't Help Falling in Love with You" over a loudspeaker. Another 184 sat on marble ledges around the square.

Games people play

Games were played. The Atlanta Braves defeated the Cincinnati Reds 4-1 at Riverfront Stadium, where fans filled 26,011 of 52,952 seats. The loss dropped the Reds 10 games behind league leader Los Angeles.

Fans saw 14 hits, eight by Atlanta. Scott Scudder, the Reds starter, threw 88 pitches; Steve Foster threw 23 and Milt Hill, 22. The teams used 71 baseballs.

Players bowled 1,805 games at Western Bowl's 68 lanes in Western Hills. The Hoinke Classic, a tournament in its 49th year, accounted for 1,130 of those games. Seventy pairs of children's shoes and 89 pairs of adult's were rented.

At the Cincinnati Sports Club in the Cincinnati Sports Mall, members sweated through 14 squash matches, 12 tennis matches and six racquetball matches.

Luck of the draw

Some Greater Cincinnatians felt lucky — and some really were. They shelled out \$232,173.50 for Ohio Lottery tickets. Winners brought home \$108,786.50.

Rolling, rolling, rolling

People were on the move. Metro buses rolled beginning at 4:05 a.m. when Route 17 (College Hill) left the garage. In all, 269 buses and 372 drivers made 2,967 trips and collected \$41,947 from 71,097 passengers.

Some 11,000 gallons of fuel were consumed, which works out to 3.4 miles per gallon. There were two breakdowns and no reported accidents.

Some people — 1,794 to be exact — needed bus schedule or other information, so they called the MetroCenter line. Another 764 made reservations for Access, the Metro's service for people with disabilities.

Others took to the skies. At Cincinnati/Northern Kentucky International Airport, 451 planes landed; 433 took off. There were 653 landings and takeoffs at Lunken Airport.

And we'll have fun, fun, fun

People had fun, too.

Kings Island does not release daily attendance figures, but it estimates that just under 20,000 people visited the amusement park. Adventure Express, the park's newest ride, was popular: 18,313 people rode the mine-shaft coaster, more than any other. The Vortex carried 16,202 riders through its two vertical loops, corkscrew, boomerang and 360° helix turn.

Some 5,734 people wandered around the Cincinnati Zoo and Botanical Garden. The elephants ate 145 pounds of food: 20 pounds of grain, 25 pounds of produce and 100 pounds of hay. Over at the walrus exhibit, 90,000 gallons of refrigerated saltwater circulated through the filter at a rate of 200 gallons a minute.

Exactly 345 people rode elevators and climbed stairs to the 49-story Carew Tower observation deck. They got a bird's-eye view of the city from 574 feet up.

Union Terminal logged 3,624 visitors. Cincinnati Carriage Co. gave seven horse-drawn carriage rides downtown. And 2,030 people lounged around and took dips in Coney Island's Sunlite Pool.

By the book

But all was not fun and games. The Hamilton County Justice Center booked 110 people. Sixty-two were jailed; the other 48 were

processed and released.

Of the 33 burglaries reported to Cincinnati police, 26 occurred in homes; seven in businesses.

Seventeen vehicles were taken to the Cincinnati Police Impoundment Lot at the corner of Gest and Evans streets. Only three of them were released that day.

The Cincinnati Fire Division made 167 runs. Emergency medical squads accounted for 137 of those and transported 88 people to hospitals. Firefighters responded to 13 fires in which losses totaled \$18,810. The breakdown: six structure fires, five vehicle fires and two other outdoor fires. They also had one false alarm and 16 non-fire calls.

Hamilton County Municipal Court filed 223 cases, which consisted of 149 suits, 57 evictions, 16 small claims and one appeal of a Bureau of Motor Vehicles points case.

Heigh-ho, heigh-ho, . . .

People did their jobs. Tyrone Chappell, who removes dead animals from city streets for the sanitation division, retrieved two dogs, two cats, three opossums and a raccoon.

The city Health Department received reports of four dog bites.

The Hamilton County Morgue logged four deaths. Two bodies were received. Autopsies indicated both apparently died of natural causes. "You picked a slow day," says coroner's spokesman Mike Reeves, who notes the morgue's body count is usually double that or higher.

The U.S. Postal Service handled 2,219,033 pieces of mail.

The U.S. Playing Card Co., the world's largest manufacturer of playing cards, made 240,000 decks.

The *Enquirer* printed 211,957 newspapers; the *Post*, 101,136. In each case, actual sales were about 7,000 less.

What's for dinner?

Food was consumed. Skyline Chili estimates its 50 Greater Cincinnati stores served up 26,151 coneys and 12,329 three-, four- and five-way chilis.

Dinner at the Maisonette, the city's five-star restaurant, featured lamb with a thyme and mustard sauce. Twenty-three people ordered it. Nearly as popular were two seafood dishes, each consumed by 18 diners: Dover sole and turbot, both flown in from France.

Prime time

When it was time to relax, about 117,600 Tristate homes tuned in to *Cheers*, making it the most popular television show that day, according to A.C. Nielsen Co.'s overnight ratings. At 11 p.m., the most watched local news program was WLWT (Channel 5), seen in about 101,500 homes.

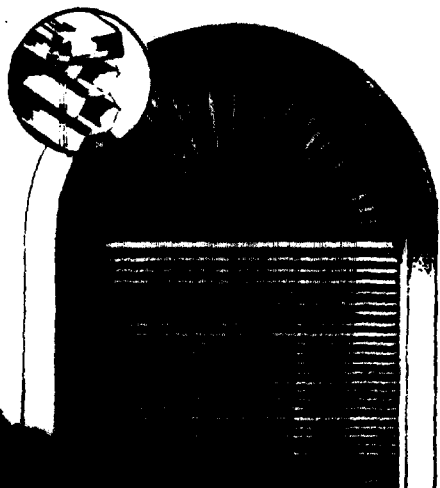
Twenty-four hours, or 1,440 minutes after it began, Aug. 22 ended. An ordinary Thursday. The numbers don't lie.

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ATTACHMENT F



SCRIPPS HOWARD
BROADCASTING

Ref file
INTER-OFFICE MEMO

TO: JBC TCG WJB AJK RGK JHK FROM: Terry H. Schroeder
JFM RH WJD EH BJW DWM JPF
DATE: July 18, 1991 SUBJECT: Recurring Reports

In March of 1990 we distributed a summary detailing various recurring reports and projects, their due dates and to whom the information should be sent. Attached is a revised version of that summary.

The revisions are relatively minor:

- A.) The semiannual revisions of the 5 year program plan has been deleted since this is now updated on a monthly basis and a new plan is submitted each year within the budget process.
- B.) The annual requirement to issue our company's sexual harassment policy statement to our employees has been added.
- C.) A new project of submitting a promotion spot reel has been added. You will be receiving a memo from Ken Lowe providing the details of this quarterly submission.
- D.) The due dates of some of the financial reports has been changed to the 10th workday of each month.

That summarizes the material changes. If after your review of the schedule you find we have left something off or if you don't understand which report we are referring to please give me a call.

Thanks for your help.

TERRY

cc: RJJ
KWL
KWM
CWP
MEL
BEE

SH1-0024

7/18/91 - Broadcasting Home Office

SUMMARY OF RECURRING REPORTS AND PROJECTS

<u>CATEGORY/REPORT</u>	<u>SOURCE</u>	<u>DUE DATE</u>	<u>DISTRIBUTION*</u>
<u>Programming</u>			
Competitive TV programming schedules	All TV stations	15th of Jan., June and Sept.	RJJ KWL CWP THS
TV News talent/Radio announcer schedules	All stations	15th of Jan., June and Sept.	RJJ KWL THS
Advance rating information	All TV stations	Each rating period	Route - RJJ KWL CWP
Rating books	All stations	Each rating period	Route - RJJ KWL MEL
Rating book summaries	Luken	Each rating period	RJJ KWL CWP THS
Program analysis report	All stations	Quarterly by the 15th	Route - RJJ KWL THS BEE
Program purchase requests	All TV stations	As needed	RJJ KWL THS
Promotion spot reel	All TV stations	10th of March, June, Sept., & Dec.	KWL who will route master
<u>Financial/Sales</u>			
Revenue projections	McNamee	Weekly	RJJ KWL CWP THS
End of month financial reports	McNamee	Monthly by the 10th	RJJ THS, Radio - KWL
A/R aging summary	All stations	Monthly by the 10th workday	RJJ THS, Radio - KWL
Over/under budget variance report	All stations	Monthly by the 10th workday	RJJ THS, Radio - KWL
Trade report	All stations	Monthly by the 10th workday	Route - RJJ THS, Radio - KWL
Capital expenditure report	All stations	Monthly by the 10th workday	Route - RJJ THS, Radio - KWL
<u>EEO/Personnel</u>			
Personnel changes bedsheet	All stations	Monthly by the 15th	Route - RJJ KWL THS BEE
FT/PT personnel summary	All stations	Quarterly by the 10th	Route - RJJ THS
Trial run of employment report (FCC 395)	All stations	February 15th	RJJ KWL THS
Employment report (FCC 395)	All stations	Due at H.O. April 15th	RJJ KWL THS
SHBC EEO report	Schroeder	Quarterly by the 10th	RJJ KWL THS
Personnel lists	All stations	June 10th and December 10th	RJJ KWL CWP THS
<u>Administrative/FCC/Other</u>			
License renewal application process	All stations	See attached summary	RJJ THS, Radio - KWL
General Manager's report	All stations	Monthly by the 15th	Route - RJJ KWL CWP THS BEE
Libel update for SHBC board meetings	Elslager/Sanford	Two weeks preceding meeting	RJJ THS
Community ascertainment report	All stations	Quarterly by the 15th	Route - RJJ KWL THS BEE
Problems/Issues report	All stations	Quarterly by the 10th	Route - RJJ KWL THS BEE
Payola/Driving/Libel statements	All stations	December 20th	Route - RJJ THS BEE
Sexual Harassment/ENG-SNG statements	All stations	December 20th	Route - RJJ THS BEE
Ownership reports	McNamee/B&H	Due at June 1st	Route - RJJ THS BEE
Copyright Tribunal report	Elslager/B&H	Due at Tribunal July 31st	Route - RJJ THS BEE

*First person in distribution list gets original, others receive copies.

SH1-0025

7/18/91

Scripps Howard Broadcasting Company
Summary of License Renewal Dates

<u>STATION-LOCATION</u>	<u>START OF CURRENT LICENSE PERIOD</u>	<u>START OF PRE-FILING ANNOUNCEMENTS</u>	<u>DUE DATE OF NEXT APPLICATION & START OF POST-FILING ANNOUNCEMENTS</u>	<u>START OF NEXT LICENSE PERIOD</u>	<u>END OF NEXT LICENSE PERIOD</u>
<u>TELEVISION</u>					
WXYZ-TV Detroit	10/1/87	4/1/92	6/1/92	10/1/92	10/1/97
WEWS Cleveland	10/1/87	4/1/92	6/1/92	10/1/92	10/1/97
WMAR-TV Baltimore	10/1/86	4/1/91	6/1/91	10/1/91	10/1/96
WFTS Tampa	2/1/87	8/1/91	10/1/91	2/1/92	2/1/97
KNXV-TV Phoenix	10/1/88	4/1/93	6/1/93	10/1/93	10/1/98
KSHB-TV Kansas City	2/1/88	8/1/92	10/1/92	2/1/93	2/1/98
WCPO-TV Cincinnati	10/1/87	4/1/92	6/1/92	10/1/92	10/1/97
WMC-TV Memphis	8/1/87	2/1/92	4/1/92	8/1/92	8/1/97
WPTV West Palm Beach	2/1/87	8/1/91	10/1/91	2/1/92	2/1/97
KJRH Tulsa	6/1/88	12/1/92	2/1/93	6/1/93	6/1/98
<u>RADIO</u>					
WBSB-FM Baltimore	10/1/88	4/1/95	6/1/95	10/1/95	10/1/02
WMC-AM Memphis	8/1/89	2/1/96	4/1/96	8/1/96	8/1/03
WMC-FM Memphis	8/1/89	2/1/96	4/1/96	8/1/96	8/1/03
KUPL-AM Portland	2/1/84	8/1/90	10/1/90	2/1/91 (Pending)	2/1/98
KUPL-FM Portland	2/1/84	8/1/90	10/1/90	2/1/91 (Pending)	2/1/98

SH1-0026

ATTACHMENT G



SCRIPPS HOWARD
BROADCASTING

INTER-OFFICE MEMO

~~WJB, JBC, WJD, TCG~~
RH, AJK, JHK, JHM, BJW

Ken Lowe

22 July 1991

WMC-TV/FRIEDMAN SPECIAL

Enclosed is a copy of a recent WMC/Jim Friedman special on the dedication of the Martin Luther King Civil Rights Museum in Memphis.

Dick and I were impressed with the quality and content of the special and viewer feedback in Memphis has been very positive. We believe that with minimal localization and rewrites this special could be aired in other Scripps Howard markets.

Give me a call as soon and you view this (no later than July 29th) with your thoughts. The official opening date of the Museum is August 31st and will likely generate national coverage.

A handwritten signature in black ink, appearing to read "Ken".

KWL

c: Dick Janssen
Ron Klayman
Jim Friedman

SH1-0027

Certificate of Service

I, Diane Wright, a secretary in the law offices of Baker & Hostetler, hereby certify that I have caused copies of the foregoing "Scripps Howard Broadcasting Company Exhibit 1, Testimony of Terry H. Schroeder" to be hand-delivered this 13th day of September, 1993 to the following:

The Honorable
Richard L. Sippel
Presiding Administrative Law Judge
Federal Communications Commission
2000 L Street, N.W.
Room 214
Washington, DC 20554

Martin R. Leader, Esq.
Fisher Wayland Cooper & Leader
1255 23rd Street, N.W.
Suite 800
Washington, DC 20037
Counsel to Four Jacks
Broadcasting, Inc.

Norman Goldstein
Hearing Branch-Mass Media Bureau
Federal Communications Commission
2025 M Street, N.W.
Room 7212
Washington, DC 20554

Robert Zauner
Hearing Branch-Mass Media Bureau
Federal Communications Commission
2025 M Street, N.W.
Room 7212
Washington, DC 20554


Diane Wright